MEETING PROFESSIONALS INTERNATIONAL MPI Philadelphia Area (MPI PHL) POLICY MANUAL
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MPI VISION: To be the first choice for professional career development and a prominent voice for the global meeting and event community.

MPI MISSION: To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry.

(All Chapter Vision & Mission statements should be the same as Global. Each chapter may have an additional purpose or proposition statement, insert here as needed. Purpose statements should include the geographic location served by chapter, who, where and how you serve the members. What makes your local chapter unique? Chapter purpose statements cannot be in conflict with the Mission and Vision statement.

MEMBERSHIP

SECTION 1. MEMBERSHIP

1.1 MEMBERSHIP QUALIFICATIONS, CLASSIFICATIONS, TRANSFER AND DUES: Shall be as described in the current MPI Global Bylaws and Policy Manual. Any member in good standing of MPI is eligible to affiliate with a Chapter regardless of geographic area or location of business. Reference MPI Policies Article III, Sections 1-4 and Article VI, Section 1-4.

SECTION 2. CHAPTER AFFILIATION

2.1 CHAPTER TRANSFER: Preferred or Premier Members may transfer their primary chapter at any time through MPI Global. Membership remains continuous unless expired. Preferred or Premier Members are to receive member rates for all MPI events even when the event is not associated with their primary chapter.

2.2 AFFILIATE MEMBERSHIP: Insert any applicable chapter affiliate membership policies here. Note primary chapter is “membership” and subsequent chapters are called “affiliate”. To be eligible to offer affiliate memberships the chapter must clearly define the cost associated and the benefits to the member. For example; a member can only volunteer with their primary chapter or chapters they affiliate with. List in your policy what they will receive. Chapters may determine what their fee will be however the maximum amount that can be charged for affiliate membership fees is $150.
BOARD OF DIRECTORS/OFFICERS

SECTION 1. AUTHORITY & RESPONSIBILITY:

1.1 CONFLICT OF INTEREST: All board members are required to review, sign and adhere to the chapter conflict of interest statement provided by MPI Global and return it to the chapter President prior to being installed on the board.

1.2 PRINCIPLES IN PROFESSIONALISM: Chapter Board members must adhere to the Principles in Professionalism as outlined by MPI Global.

1.3 CHAPTER BOARD REPORTS: Insert any chapter policies regarding reports board members are required to submit such as board reports, TSR’s, etc.

1.4 MPI GLOBAL REQUIRED DOCUMENTS: Chapters are required to submit annually (by June 15th) to MPI Global the following documents as part of the annual planning process; Annual Business Plan, Budget, 18 month Education Calendar, Marketing Plan/Calendar, Succession Plan, Current & Updated Bylaws and Policy Manual. Additionally chapters must submit these documents as outlined in bylaws or policies a copy of annual tax return by October 1st, Confirmation that all incoming board members attended their Board 101 training and signed their conflict of interest statements.

1.5 Insert any additional chapter policies related to Board of Directors authority & responsibility here as applicable. These may include but are not limited to, board member event attendance, retreat attendance, etc. Note; board meeting attendance is addressed in your chapter minimum bylaws under Article 8, Section 10 and your policies should not be in conflict with bylaws.

SECTION 2: EXECUTIVE COMMITTEE

2.1 If the chapter operates with an executive committee insert here any chapter policies as they relate to the Executive Committee as applicable. N/A as of September 2020

SECTION 3. BOARD ELECTION & SERVICE:

3.1 Insert any nomination policies here. All chapters must provide these policies to include but not limited to;

1. Nomination Processes (applications, review of applicants & selection process)
   a. The nominating committee will be voted on by the Board of Directors at the September Board Meeting
   b. The previous years application will be reviewed and any changes made must be approved by the Nominating Committee by November 15 of that same year.
   c. Call for nominations will be accessible on the MPI PHL Website for a minimum of 45 days.
   d. Nominees will be contacted by the chair of the Nominating Committee and provided the application. Nominees will have a minimum of one week (7 days) to complete the application.
   e. All completed applications will be provided to the Nominating Committee
f. The Nominating Committee will meet in person and conduct in person interviews to the best of everyone’s availability. Phone or video conference interviews should be held only if absolutely necessary.
g. The Nominating Committee will meet after the interviews are complete and provide a recommended board slate to the President within 24 hours of the conclusion of interviews.

2. Installation procedures in accordance with Bylaws
3. Duties and Job Descriptions are updated each year by the current board members
4. Transition meetings and trainings occur in the spring and are to be completed before the Spring Board Retreat
5. Orientation Requirements – new board members are required to attend the Spring Board Retreat.

Note: Nominating Committee procedures are outlined in chapter minimum bylaws Article X, Section 2. Nomination policies cannot be in conflict with bylaws.

3.2 CONTESTED SLATE POLICY: Once the Nominating Committee has developed a slate of nominees for election from all the Candidate Interest Forms submitted, the slate is sent to the membership. Additional nominations from the membership shall be permitted; provided a nomination is submitted in writing to the Nominating Committee Chair by date provided and is supported by a minimum of 10% percent of the official chapter membership as of date provided. The nominee must identify the specific person he/she is running against in the general elect and must have already submitted a Candidate Interest Form to be eligible for petition. If no additional nominations are received by the deadline, the ballot submitted by the Nominating Committee will be deemed elected by acclamation and will be installed at the chapter’s annual meeting. If additional nominations are received, a mail ballot will be sent to all chapter members for those positions having two or more candidates in contention.

3.3 SLATE PRESENTATION AND SUBMISSION: Chapter slate will be presented to membership on templates provided by MPI Global and allow 30 days for membership to contest prior to bylaw deadline of March 1st. Chapter will submit to MPI Global the approved slate on the template provided by MPI Global on or before March 1st of each year.

3.4 BOARD TRAINING: Any incoming board member never serving on a MPI chapter board previously is required to attend the MPI Global Board 101 training on dates specified. Each candidate is required to sign the training acknowledgement form and submit to their President prior to June 15th of the fiscal term. All chapter leaders are able to and encouraged to attend MPI Global trainings, Chapter Business Summit (CBS) and Chapter Leader Forum (CLF at WEC).

3.5 BOARD RETREATS: Chapters are required to hold an annual board planning retreat each year between April and June of the fiscal year. Chapters are also required to hold a mid-year assessment retreat between November and January of each fiscal year. Chapters must engage with an external professional facilitator to oversee the process and flow of the retreat. Facilitators cannot be a Current Board member from your home chapter or chapter member that has served on the board in the last two years. All retreat facilitators must be approved prior to contracting with your Chapter Business Manager.

SECTION 4. BOARD COMPENSATION:

4.1 COMPENSATION: Directors and elected Officers shall not be compensated for their services as an MPI Chapter Officer or Director or receive any preferential discounts or considerations for attending chapter events.
4.2 GIFTS: Directors and elected Officers shall not accept any gifts over the value of $100.00 unless otherwise approved by MPI Global.

**COMMITTEES, TASK FORCES, AND ADVISORY COUNCILS**

SECTION 1. STANDING COMMITTEES

1.1 Insert chapter policies for all committees, task forces and advisory councils as applicable. A sample layout and process for each is provided below with key elements to consider in the policy.

**Sample Structure & Guidelines**

**STANDING COMMITTEES:** A volunteer Chair will be appointed for each standing committee annually. Include in each who is responsible for making the appointment for chairs/committees and if a board vote is required.

Standing committees of the chapter are:

(see attachment A at the end of this document, IPP will update in this document for 2020/2021 year submission)

(For each standing committee, describe as outlined below)

Standing Committee Name

- Purpose
- Responsibilities/Timelines
- Board of Director Position responsible
- Recommended number of volunteers

SECTION 2. ADVISORY COUNCILS AND TASK FORCES:

2.1 Volunteers for any advisory councils and/or task forces shall be appointed as needed. Include in each who is responsible for making the appointment for advisory councils/task forces and if a board vote is required.

Advisory Councils and Task Forces of the chapter are:

No currently active Councils or Tasks Forces (as of September 2020)

(For each advisory council or task force, describe as outlined below)

Advisory Council or Task Force Name

- Purpose
- Responsibilities/Timelines
- Board of Director Position responsible
- Recommended number of volunteers

SECTION 3. VOLUNTEER ROLES & RESPONSIBILITIES:

3.1 Expectations of Committee, Advisory Council and/or Task Force Chairs:

1) Clearly communicate purpose/charge for the group. If changes in direction occur, communicate to group in a timely manner.
2) Develop work plans to achieve purpose/charge and clearly communicate responsibilities/assignments for each member. Create a positive volunteer experience for all.
3) Complete any assignments by pre-determined deadlines.
4) Draft and disseminate minutes and summaries promptly.
5) Draft and submit progress report to assigned Board of Director as needed.
6) Ensure volunteer reimbursement requests are submitted and paid within 60 days of funded meeting.

Expectations of Volunteer Members:

1) Focus on assigned purpose/charge for the group.
2) Attend meetings and conference calls.
3) Complete any assignments by pre-determined deadlines.
4) Communicate any challenges/concerns early to volunteer chair.
5) Submit volunteer reimbursement requests immediately following approved expenses but no later than 30 days.
6) Maintain confidentiality of discussions and background materials and immediately disclose any conflict of interest that may arise.

FINANCE

SECTION 1. FISCAL YEAR:

1.1 The fiscal year of the chapter for financial and business purposes is July 1 through June 30 unless otherwise determined by the chapter with MPI Global approval.

SECTION 2. ANNUAL BUDGET:

2.1 The annual budget is prepared by VP Finance for review by the Executive Committee. The Board of Directors approves the annual operating budget in compliance with MPI Global bylaws. Chapter operations will be in alignment with the annual budget.

2.2 Payment Process
   a) Any member of MPIPHL may complete a check request form and submit to the VP of Finance
   b) VP of finance must sign off on all check requests unless in excess of $1500 which then requires an additional signature from the President.
   c) Signed check requests are submitted to Paragon for processing

SECTION 3. RESERVE FUND:

3.1 TERMS: The term “Reserves” for financial purposes will be defined as funds set aside to be used in emergency cases or in the event of an investment by the Chapter to further its mission.

3.2 RESERVE TARGET: Chapter will maintain a minimum reserve of 6-8 months operating funds. Operating funds will be defined as annual fixed expenses plus 20%. This timeframe is to be a minimum as it is recognized that external events in the industry, significant downturn in the economy or stock market could make a longer commitment necessary.
PURPOSE OF RESERVES: All chapters are required to provide policies for the purpose of their reserves. These policies should include but are not limited to; when is it acceptable to use funds, any procedures for using funds associated. Policies should reflect that reserves are used in emergency cases and in the event of a major investment in membership.

MPI PHL will maintain adequate reserves for the following purposes:

1) Unpredictable events which could substantially impact MPI’s operations or revenue streams. While such occurrences are rare, reserves can provide the resources necessary to keep the organization functioning should one occur.

2) Identification of a valuable investment opportunity for long term growth.

While most such opportunities are managed through budgeted expenditures, the right opportunity with a significant and dependable return on investment can warrant a decision on the part of the board to access the organization’s reserves.

These investments would require an acceptable ROI back to the organization and would be sustainable long term without the initial deemed reserve support.

ACCESS TO RESERVES: The access of the “reserve” shall first be referred to the VP Finance for consideration. Final approval by a majority vote of the Board of Directors is required.

SECTION 4. REQUEST FOR PROPOSALS:
4.1 Insert chapter policies for submitting and receiving request for proposals as applicable here.

SECTION 5. REIMBURSEMENT OF EXPENSES OR TRAVEL
5.1 Insert any applicable travel reimbursement policies here. These policies may include but are not limited to; mileage, airfare and hotel reimbursement, WEC or CBS expenses, board meeting or retreat travel expenses. Include processes for check request and receipts required. All board travel should be allotted for in chapter budgets.

5.2 For any travel directed or offered by MPI Global chapter board members will comply with expense and reimbursement guidelines outlined for such event by MPI Global procedures.

5.3 BUDGETED CHAPTER EXPENSES: Insert any applicable expense reimbursement policies here.

SECTION 6. SPONSORSHIP AND SOLICITATION:
6.1 ACCESS TO MEMBER LISTS: Access to membership and attendance lists shall be restricted to MPI premiere members in good standing only. Members shall be provided the opportunity to opt out of solicitation emails from both the chapter and MPI Global.

6.2 CHAPTER SPONSORSHIP POLICIES: Insert any chapter sponsorship policies here. These could include but are not limited to, fulfillment, RFP processes, and in-kind value/tracking.

SECTION 7. PAID STAFF ADMINISTRATORS:
7.1 DUTIES: Paid staff administrators must adhere to the standards and qualifications established by MPI Global. A minimum scope of services as outlined below will be included in administrator RFP and contracts. Additional services above the minimum requirements can be added by the chapter at their discretion with board approval.

7.2 MANAGEMENT OF PAID STAFF:
Paid staff administrators may be employed by the Chapter Board of Directors to serve at its discretion. Duties and compensation shall be determined by the Board. Paid staff administrators must adhere to the standards and qualifications established by MPI Global.

1. Contracts for any chapter administrator or paid staff services will require the following language included in contracts and/or scope of services by January 30, 2019. This includes all existing/future contracts.
   • Chapter Administrators and their support staff will represent the chapter and MPI Global in a professional manner adhering to the Principles of Professionalism Guidelines provided by MPI Global.
   • Chapter Administrators and their support staff will follow all MPI Global and Chapter Bylaws, Policy & Procedures, Financial budgeting requirements and any other defined requirements set forth by Chapter or MPI Global.
   • Chapter Administrators are required to adhere to all CAP (Chapter Administrator Program) guidelines and policies. See Program guidelines for specific requirements.
   • Chapter Administrators or paid support staff must be licensed and insured with a minimum of $1 million dollars in general liability insurance and provide proof of said policy to Chapter and MPI Global annually by July 1st.
   • Non-compliance with these requirements will require termination of contract.

2. All administrative services must be contracted as a vendor for services; not an employee of the chapter.

3. Chapter Administrators or paid staff cannot be family or an immediate relative of board members. Family or immediate relative is defined as, Spouse, children, parents, siblings or grandchildren.

4. Chapter Administrators will work to hold chapter boards accountable to all defined MPI performance standards, policies and Principles of Professionalism. Chapter Board of Directors will support Administrators in this process.

7.3 EVALUATION OF PAID STAFF & CONTRACT RENEWALS: Each chapter is required to complete an annual review of their administrative services prior to end of the chapter year. Chapter must at a minimum adhere to the evaluation guidelines provided on the sample template. Additional processes can be deemed necessary at the chapter discretion. All chapters must submit a copy of their paid staff evaluations to MPI Global within 30 days of completion of the evaluation.

CHAPTER EVENTS

SECTION 1. EDUCATIONAL & SOCIAL EVENTS:
1.1 EDUCATIONAL PROGRAMS: Insert any applicable policies for Educational Programs here. These may include but are not limited to; site selection criteria, registration rates, RFP processes, speaker policies, AV policies, f&b, smoking and alcoholic beverage use policies.

1.2 NETWORKING/SOCIAL PROGRAMS: Insert any applicable policies for Social Programs here. These may include but are not limited to; site selection criteria, registration rates, RFP processes, AV policies, f&b, smoking and alcoholic beverage use policies.

1.3 EVENT ATTENDANCE: Chapters must charge a member rate and a non-chapter member rate for all events. The price difference between member and non-chapter member rates is at the chapter discretion based on specific event needs. Anyone who is not a preferred or premier level member is required to pay the non-chapter member rates for events and is limited to no more than 2 events in one fiscal year at the non-chapter member rate.

Partnership events with other industry organizations are excluded from this requirement.

Non-industry guests are exempt from this rule and can be charged a guest rate to be determined by the chapter.

A. Registration fees for meetings will be determined each year by the Board of Directors and in accordance with section 1.3

B. Reservations will be accepted until 12:00 p.m. 2 days prior to each meeting.

C. Attendees not pre-registered, paying at the door will be charged an additional fee over the registration fee, to be determined each year by the Board of Directors.

D. Cancellations must be made 5 business days prior to the meeting for a refund. Persons who have made unpaid registrations online who have not canceled their reservations will be considered a committed attendee and billed the registration fee.

E. Waived Admission Costs for Active Day-of-Event Volunteers: The Director in charge of the meeting or event may make a recommendation to their Vice President for one designated committee member to receive a complimentary registration so that this committee member can attend for the purpose of running the meeting/event (ie. Coordinating all aspects onsite). The Vice President may approve, or choose to not approve, this recommendation. If approved, the Vice President must submit the name of the committee member to the MPI PHL Chapter Administrator no less than 5 days prior to the event. The Chapter Administrator will create a comp registration code and provide to the committee member directly, or refund the committee member if they have already registered and paid.

F. ISeason Pass: The season pass allows members to pay for 5 education programs at once. Education Institute and all special events are excluded. Sales of the season pass close 72 hours prior to the first education program of the fiscal year. The board of directors will determine the price of, and vote into action, the season pass at their first board meeting each fiscal year.

COMMUNICATIONS

SECTION 1. BRAND STANDARDS:
1.1 All Chapters must adhere to the MPI Chapter Logo and Identity Standards document provided. Any theme specific logos for events must not be in conflict with the MPI Global Brand Standards and must be approved by MPI Global prior to use.

SECTION 2. CHAPTER COMMUNICATIONS:

2.1 Insert any additional chapter communication policies here. These may include but are not limited to, MPI chapter spokespersons, methods of delivery, timelines or calendars. Note: chapter policies cannot be in direct conflict with the MPI Global brand standard guidelines.

SECTION 3. ADVERTISEMENTS:

3.1 All advertising space will be filled on a first come, first serve basis.
3.2 The Finance Committee reserves the right to reject advertising that does not comply with MPIPHL and MPI policies or if it is not factual or in good taste.
3.3 All advertising space and location will be regulated by both Finance & Communications Committees, working with Chapter Business Administrator.

MISCELLANEOUS

SECTION 1. PHILANTHROPIC ACTIVITY:

1.1 Insert any chapter philanthropic policies as applicable to include any chapter policies for MPI Foundation support.

SECTION 2. CHAPTER AWARDS:

2.1 The chapter will have an Awards Program to recognize outstanding achievement from its membership. Immediate Past President will serve as Chair of the Awards Committee. The awards committee will consist of previous years winners (planner of the year, supplier of the year, tomorrow’s leader, volunteer of the year and chapter leader of the year), plus current PE or Director of Leadership Development. The Chapter Awards Program will include Meeting Professional of the Year Planner Category, Meeting Professional of the Year Supplier Category, Tomorrow’s Leader, Chapter Leader of the Year, Venue of the Year, and Committee of the Year, Volunteer of the Year, and any other awards deemed appropriate by the Awards Committee with the approval of the Executive Committee. Eligibility requirements as well as award criteria, nomination and judging procedures may be obtained through the chair of the Awards Committee. The Chapter President and President-Elect will be excluded from these awards. The Office of the President and awards committee will be excluded from these awards. Any Board Member having served as Past President any time the previous 3 years is excluded from these awards.

SECTION 3. SCHOLARSHIPS:

3.1 Insert chapter scholarship policies as applicable. Policies should include process to apply, selection criteria and any minimum requirements of rewarded applicants.

Attachment A – committee descriptions
Monthly Programs is a part of our Education Team, and focuses on identifying educational content that complies with the Events Industry Council’s [EIC] CMP Domains for our five monthly programs (September, October, November, January, and April). If you’re a supplier and want to understand meeting management from the other side, or if you’re a planner who wants to hone their existing skills, the Monthly Programs Team could be right for you! Monthly programs teams work with our Vice President, Education and Director, Monthly Programs.

SPEAKER PROCUREMENT:
Works with both Monthly Programs and Education Institute to identify new speakers and topics as well as maintain the MPI PHL speaker list.

Estimated Time Commitment: 1 hour/ month; more as desired

Speaker Procurement committee tasks include:
- Research, propose, and recommend topics/ speakers for 5 monthly education programs and Education Institute each fiscal year
- Review past topics (2 years minimum) to ensure we are not duplicating topics/ speakers
- Review current “hot topics” in the industry
- Ensure content is consistent with EIC/ CMP Blueprint
- Work with Diversity and Inclusion Task Force to ensure speakers include topics and presenters from diverse backgrounds

MONTHLY PROGRAMS:
Provides interesting and cutting-edge programs for monthly educational meetings, including marketing, securing guest speakers and activities designed for the professional development of our membership.

Estimated Time Commitment: 1 hour/ week during 4 month period before and day of event.

Monthly Program Committees oversee min. one monthly program (September, October, November, January, April). This includes:
- Liaise with speaker to ensure speaker needs (transportation, lodging, audio/visual, marketing) are identified and met
- Complete and submit Web Posting Form so event can be listed on MPI PHL website
- Complete and submit event agenda to Dir. Monthly Programs
- Work with MarComm team to create marketing content
- Development and review of all Banquet Event Orders and AV orders
- On-site event management
The **Education Institute** team presents our full day Education Institute. If you’re looking to hone or develop meeting management skills but don’t have the ability to commit to managing one of our monthly programs, the Education Institute Team could be right for you! The Education Institute team works with our Vice President, Education and Director, Education Institute.

**EDUCATION INSTITUTE:**

Coordinates the annual day-long education program held in the late winter/early spring including marketing, logistics, securing special keynote & luncheon speakers ending with a round table discussion on what attendees learned from the day’s programs.

Estimated Time Commitment: 1-2 hours/ month (est.) July-December; approx 1 hours/ week in January-February depending on tasks.

Education Institute sub-committees are Event Logistics, Event Marketing, and Speaker Liaison. Some tasks include:

- Work with Speaker Procurement team to identify speakers/ topics across a variety of EIC domains according to the CMP Blueprint
- Liaise with speakers to ensure speaker needs (transportation, lodging, audio/visual, marketing) are identified and met
- Complete and submit Web Posting Form so event can be listed on MPI PHL website
- Complete and submit event agenda to Dir. Monthly Programs
- Work with MarComm team to create all marketing content
- Development and review of all Banquet Event Orders and AV orders
- On-site event management
**Member Retention** efforts are developed to ensure our existing members and our new members are satisfied with MPI PHL. We do this through personal outreach and recognition of milestones and anniversaries. Retention teams are a part of the Membership team, and work closely with our Vice President, Membership and Director, Membership Retention.

**RETENTION OUTREACH:**
Provides ongoing communication with members to ensure Chapter programs and professional benefits are provided through our Chapter’s activities and projects.

Estimated Time Commitment: 1-3 hours/ month

Retention Outreach tasks include:
- Outreach to existing MPI PHL Members at least once during the fiscal year to personally invite to a monthly program and to check in on their progress within the chapter
- Outreach to existing MPI PHL Members at renewal time to ensure their concerns are addressed and encourage renewal
- Connect with new members when they join to connect them with a volunteer opportunity/ committee
- Outreach to new members 2x’s per year to invite to monthly programs and check in on their progress within the chapter

**RETENTION RECOGNITION:**
Committee develops member recognition programs and drives efforts to increase member engagement and committee participation.

Estimated Time Commitment: 1-3 hours/ month

Retention Recognition tasks include:
- Recognition of anniversaries and milestones on social media, with personal letters/ email, and with anniversary pins.

**CMP STUDY GROUP:**
CMP Study Group is held in the Fall and Spring, and prepares participants for the semi-annual CMP exam. The committee plans the schedule and organizes the site-selection and facilitators. There are 7 study days and one day for the mock exam (8 dates total). Study days run from 9 am – 1 pm on Saturdays.

Estimated Time Commitment: Facilitators - 2-4 hours materials prep/ review, 4 hours on Saturday in Fall and Spring

CMP Study Group and Facilitator tasks include:
- Secure commitment of Facilitators for Fall/ Spring CMP study sessions
- Pre-study group meeting to discuss marketing ideas, curriculum/ book changes, and best practices
- Work with MarComm to create marketing content around Fall/ Spring study groups.
Member Retention (continued)

**CMP LUNCHEON:**
Our CMP Luncheon recognizes those who have earned the CMP and/or CMM designations; this committee works with our Venue Procurement and Education teams to identify a presenter and topic as well as plan and execute this luncheon.

Estimated Time Commitment: approximately 2 hours per month; possibly more closer to the execution of the luncheon

CMP Study Group and Facilitator tasks include:
- Work with Venue Procurement to secure location for luncheon
- Work with Education team to identify topic and keynote presenter for luncheon
- Plan event menu, arrange AV, and other event logistics
- Work with MarComm to create marketing content to promote luncheon to area CMP/CMM designees.

**CONNECTIONS CAMPAIGN:**
Responsible for the promotion of the MPI PHL Connections Campaign, which tracks and promotes member to member business interactions, as well as recognizes members for their efforts to Buy MPI and demonstrate ROI for MPI PHL Membership and involvement.

Estimated Time Commitment: 2-4 hours/month

Connections Campaign tasks include:
- Create annual marketing plan with strategic dates for promotions/contest through MPI PHL marketing channels
- Create recognition opportunities (e.g., small monthly prizes, annual prize, tracked by total number submissions, tracked by overall dollar amount submitted, etc.)
- Source prizes based on recognition opportunities
- Develop, reproduce, and oversee distribution of submission forms
- Track and manage Connection Campaign submissions
**Member Recruitment** efforts identify new Members for the chapter and reach out to expired Members. We do this through personal outreach, cultivation of students in the hospitality industry, and “Discover MPI” information sessions for potential Members. Recruitment teams are a part of the Membership team, and work closely with our Vice President, Membership and Director, Membership Recruitment.

**MEMBERSHIP RECRUITMENT:**
Focuses on the growth of our Chapter through the development of campaigns that identify and target prospective new members.

Estimated Time Commitment: 1-3 hours/ month

Membership Recruitment tasks include:
- Outreach to cancelled and expired members (4-6 per week) to encourage rejoining the chapter
- Outreach to Non-Member monthly event attendees to encourage them to join the chapter

**DISCOVER MPI:**
The Discover MPI Philadelphia welcome session is a casual, informal quarterly networking event for new and prospective members to learn about the benefits of MPI and ways to get involved.

Estimated Time Commitment: 3-6 hours per quarter

Discover MPI tasks include:
- Work with Venue Procurement to select bar/ restaurant to host event
- Work with MarComm to create flyer and marketing plan
- Personal outreach to targeted potential members
- On-site event management

**STUDENT AFFAIRS:**
Member recruitment efforts to students in the hospitality industry to assist their understanding of and development within the industry. Committee also coordinates a Student/Member “speed” networking program in the Fall.

Estimated Time Commitment: 1-4 hours/ month

Student Affairs tasks include:
- Outreach to Dean of local universities (Temple, Drexel, Widener, Penn State, etc.)
- Planning and execution of “Backpacks to Briefcases”, Student/ Member “speed networking”.
- Leadership Development and Volunteer Recruitment teams work to develop personal relationships with our Members to help Members identify and achieve their goals within the chapter.
JACK FERGUSON SCHOLARSHIP:
In Honor of Jack P. Ferguson, President & CEO Philadelphia Convention & Visitors Bureau (PHLCVB)

PHLDiversity a division of the Philadelphia Convention & Visitors Bureau (PHLCVB) established the Jack P. Ferguson Scholarship in partnership with Meeting Professional International Chapter Philadelphia Area Chapter (MPI PHL) honoring Jack P. Ferguson’s years of dedicated service promoting Philadelphia’s diverse communities creating economic impact hosting meetings and conventions. Because of this partnership with PHLCVB/PHLDiversity the MPI Philadelphia Area Chapter is excited to present a unique opportunity for a member or non-member to attend MPI World Education Conference (WEC.)

PHLDiversity has a proven track record of reaching national and local markets through both traditional and non-traditional methods that showcase Philadelphia as a leading diverse travel and tourism destination.

As the President & CEO of the Philadelphia Convention & Visitors Bureau (PHLCVB), Jack Ferguson has more than 42 years’ experience in the hospitality business and is known for his energized, can-do leadership style. Jack has been centered on three areas – enhancing the customer experience, maximizing marketing and technology and educating the Philadelphia region’s workforce. The selected recipient will receive the PHLCVB/PHLDiversity WEC Jack P. Ferguson Scholarship to include WEC registration, transportation and housing during MPI’s World Education Congress.

The Jack Ferguson Scholarship Committee is responsible promoting the scholarship, compiling applications and presenting them to Greg DeShields, Executive Director of PHLDiversity, who decides the recipient.

The candidate criterion is a meeting planner member or nonmember, BIPOC (Black, Indigenous and People of Color.)

Estimated Time Commitment: 1-3 hours/ month

Jack Ferguson Scholarship Committee tasks include:
- In the Fall, meet with Greg DeShields to review prior years objectives and discuss any changes for the coming year
- Determine application submission deadline (Early March) and date/location to announce winner (Late March/Early April-GMID?)
- Update website and application with submission deadline and any other new changes
- Create a JF Scholarship Potential Candidate List and invite them personally to apply
- Follow up with our Scholarship recipient to assist them with the writing and posting of a recap/blog about their experience at WEC, due 30 days after WEC concludes
**Leadership Development and Volunteer Recruitment** teams work to develop personal relationships with our Members to help Members identify and achieve their goals within the chapter. This team also works to ensure diversity and inclusion at every level of our Chapter.

**VOLUNTEER RECRUITMENT:**
Volunteer Recruitment team members reach out to new MPI PHL Members to assist with their on-boarding process. Members of this committee should be well-versed in MPI PHL policies and procedures. They should also be extremely familiar with all available committees and volunteer opportunities.

Estimated Time Commitment: 2-4 hours/ month for outreach and attendance at Sip and Sign Up networking event.

Volunteer Recruitment tasks include:
- Initial and follow-up contact via phone and/or email to match members with volunteer opportunities that match their interests, time constraints, and goals for growth
- Helps plan and execute “Sip and Sign Up” networking event

**VOLUNTEER ENGAGEMENT:**
Outreach to existing MPI PHL Volunteers to confirm their continued interest in their committees.

Volunteer Engagement tasks include:
- Outreach to existing committee members via phone and/or email to ensure committee involvement is satisfying their personal goals
- Selects committee to recognize in “Committee Spotlight” and provides info to MarComm
- Helps plan and execute “All Team Meeting” networking event

**DIVERSITY EQUITY & INCLUSION:**
Our Membership is strong when all voices and perspectives are heard. MPI PHL seeks to create a welcoming environment at all times and for all people regardless of color, race, gender identity or expression, age, physically challenged etc.

Estimated Time Commitment: 1-2 hours/ month

Our Diversity, Equity & Inclusion Task Force will:
- Liaise with Education teams to assist in the identification of diverse speakers (LGBT+, POC, etc.)
- Coordinate with MPI PHL MarComm teams and PHL Diversity and other event industry affinity groups catering to marginalized groups to share upcoming MPI PHL event information and to identify opportunities for partnership
- Work with Membership to share information about Chapter and Jack Ferguson scholarships.
Our Marketing and Communications (MarCOMM) team works closely with all committees to help promote chapter events and initiatives. If you’ve ever wanted to perfect your writing skills or learn how to run a social media campaign, this is your team! These teams are also great for people who travel or who can’t make a huge time commitment.

**BLOG:**
Published one to two times per week (Wednesday and/or Friday). Provide your time and talent to engage members to write relevant articles, gather newsworthy items, and industry updates. If you want to practice editing, writing, publishing, and learning more about the meetings industry beyond MPI, this is your committee!

Estimated Time Commitment: 1-3 hours/ month

Blog tasks include:
- Identifying relevant topics/writers
- Working with Monthly Programs and Education Institute committees to solicit blog content from speakers
- Write blog posts on topics related to key marketing/communications initiatives
- Management of Publishing Schedule

**SOCIAL MEDIA:**
The Social Media Committee manages the online profiles for the MPI PHL Chapter including: Twitter, Facebook, Instagram, and LinkedIn. This Committee is great for members who want to learn more about online marketing and social media management.

Estimated Time Commitment: 1-6 hours/ month (depending on frequency of posting and how team members manage their time)

Social Media tasks include:
- Oversight of marketing calendar for upcoming social media posts
- Coordinate with various committees/ Directors to get content for social media posts
- Write posts for social media outlets to create chapter voice and engage followers
- Sponsorship Fulfillment of Social Media Advertising

**CVENT Event Registration and EI Mobile app:**
Review event registration postings before they go live to the chapter and communicate needed changes to the VP of Communications. Includes updating event postings, reorganizing content, etc. Assist Education Team with the app build and provide proofing of application before it goes live to the Chapter.

Estimated Time Commitment: 1-2 hours/ month, 2-4 hours during December, January, and February.

Tasks include:
- Coordinates with Monthly Programs, Education Institute, and Special Events to ensure all events are posted and registration is open at least 90 days prior to event or ASAP.
• Proofing and link review
• Sponsorship fulfillment

**MPI Cares (Community Outreach):**
The MPI Cares Committee is responsible for identifying and facilitating opportunities for the membership to involve themselves in activities benefiting Philadelphia area charities and institutions.

**Estimated Time Commitment:** 1-2 hours/ month, 2-4 in month of Week of Giving

**MPI CARES committee tasks include:**
- Selection of community outreach initiatives/ charities
- Liaise with selected charities/ opportunities and serve as point of contact within MPI PHL for questions
- Creation of marketing plan(s) and marketing content to solicit volunteers for unique initiatives
- On-site management of initiative
- Auditing budget of Cares Fund and providing financial transparency to the Chapter

**EMAIL/ CONNECTS:**
Email/ Connects committee members gather content and oversee the production of the MPI PHL Monthly Connects E-Blast. Committee members source content from various committees (as well as write their own, on occasion) and submit the email rough draft to the Director for final newsletter creation. Creativity is welcomed!

**Estimated Time Commitment:** 1-2 hours/ week

**Email/ Connects committee tasks include:**
- Outreach to MPI PHL committees, per the marketing schedule, to gather content for the weekly newsletter into “first draft” for creation of newsletter
- Creation of unique content (usually 1-2 sentences) for newsletter
- First pass editing of e-newsletter

**Graphics Committee:**
The Graphics Committee uses templates to create custom graphics Packages for events using Canva. No previous design experience required!

**Estimated Time Commitment:** 1-2 hours/Month

**Graphics committee tasks:**
- Create Graphics Packages for events as directed
- Provide social media team with graphics upon request

**Sponsorship** teams work to identify potential sponsors, maintain current sponsor relationships, oversee sponsorship benefit fulfillment, and ensure that sponsors receive value to their investment. The funds raised through sponsorship benefit our members as sponsorships allow the chapter to
produce educational and other events that helps the membership professionally. The Sponsorship team reports to the Director, Sponsorship and the Vice President, Finance.

**SPONSORSHIP ENGAGEMENT:**
Sponsorship engagement identifies and secures potential sponsors. Team members work with the Director, Sponsorship to create various annual sponsorship levels with corresponding price points and benefits; they also work with the Monthly Programs and Special Events teams to create unique sponsorship opportunities for events.

Estimated Time Commitment: 1-2 hours/ month; more as desired

Sponsorship Engagement committee tasks include:
- Development of annual and event-specific sponsorship price points and benefits
- Outreach to potential sponsors to engage them at various price points and levels

**SPONSORSHIP FULFILLMENT:**
Works with committed sponsors to ensure all collateral for benefit fulfillment is received.

Estimated Time Commitment: 1-2 hours/ month; more as desired

Sponsorship Fulfillment committee tasks include:
- Coordinate with sponsor contact for receipt of logos, marketing text, and any other collateral necessary for sponsorship fulfillment
- Works closely with MarComm team to ensure all marketing collateral runs as promised
We can’t host our events without places to hold them! The Venue Procurement team works with the Director, Venue Procurement and the Vice President, Finance as well as our other teams to identify the space needs for each of our monthly events and to identify venues that can host us. If you’ve wanted to get a behind-the-scenes look at how site selection works, this is the team for you!

**VENUE PROCUREMENT:**

Venue Procurement keeps abreast of new and existing hotel and meeting space in Philadelphia. Team Members work with Monthly Programs, Education Institute, and Special Events to create request for proposals (RFPs), source venues, and secure meeting space for our events.

Estimated Time Commitment: 2-4 hours/ month

Venue procurement committee tasks include:

- Develop RFPs for each monthly event
- Submit RFPs to identified venues
- Follow up with venues to get responses to RFPs
- Work with appropriate committees to estimate budgets and compare venues
- Secure venue for each monthly program
- Sourcing, Setup and Management of Digital & Hybrid environments
Our **Special Events** team is responsible for our MPI After Five social events, Awards Gala, and our Fall and Spring Fundraisers. This team provides an opportunity for you to stretch your planning wings with networking and social events, discover how you can incorporate social responsibility through fundraising with a silent auction at your events, and recognize individual Member achievements with our Awards Gala. The Special Events team reports to the Director, Special Events and VP, Finance.

**MPI PHL FALL FUNDRAISER:**
Our Auction generally coincides with our holiday party, and is an opportunity for our Supplier Members to showcase their businesses and products. We often host an in-person as well as online auction with a variety of items at different price points.

Estimated Time Commitment: 1 hour/ week during 4 month period before and day of event.

MPI PHL Auction committee tasks include:
- Work with Venue Procurement to develop Request for Proposal
- Identify and secure auction company to manage bids
- Develop marketing plan and content to solicit for auction goods
- Develop marketing plan and content to advertise the event to the Chapter
- AV, menu selection, and other tasks related to the production and execution of the event
- On-site event management

**MPI PHL SPRING FUNDRAISER:**
The MPI PHL bowling event provides a fun outing and a way for our Supplier and Planner Members to network outside of the bounds of an education meeting happy hour.

Estimated Time Commitment: 1 hour/ week during 4 month period before and day of event.

MPI PHL Bowling committee tasks include:
- Work with Venue Procurement to develop Request for Proposal
- Management of lane sponsorships and oversight to match individual registrants with teams
- Develop marketing plan and content to solicit for auction goods
- Develop marketing plan and content to advertise the event to the Chapter
- AV, menu selection, prize selection, and other tasks related to the production and execution of the event
- On-site event management
Special Events (continued)

MPI PHL AWARDS CEREMONY:
The Awards Gala is an opportunity for our chapter to recognize the outstanding contributions of our volunteers and our members. This event is designed to ensure we properly thank our Members for their contributions.

Estimated Time Commitment: 1 hour/ week during 4 month period before and day of event.

MPI PHL Awards Ceremony committee tasks include:

- Work with Venue Procurement to develop Request for Proposal
- Work with the Awards Committee to select the physical award presented to recipients
- Oversee submission of award recipient names to award production company, including quality check to ensure all names are spelled correctly
- Develop marketing plan and content to advertise the event to the Chapter
- AV, menu selection, and other tasks related to the production and execution of the event
- On-site event management